

THE ELEPHANT QUEEN

1. GOALS OF THE IMPACT CAMPAIGN

The Elephant Queen is a film made over 10 years by a tiny independent team based in Kenya who were determined from the outset that the purpose of the film was to make a positive difference for elephants in the wild in Kenya.

Goals

- To make a film that reached the widest possible global audience to inspire people to fall in love with elephants so they would be emotionally moved to care, which would lead to understanding and contributing to conservation action both within Kenya and internationally. We wanted the film to reach audiences beyond those who already love and appreciate the natural world.

*' In the end we will conserve only what we love,
we will love only what we understand,
we will understand only what we are taught'
Baba Dioum 1968*

- To make a difference for elephants in the wild in Kenya through environmental education.
- To fund and create content for The Elephant Queen Outreach & Education Programme.
- To bring the film 'home' to Kenya and create a 'National Moment' to launch The Elephant Queen Outreach & Education programme.
- To raise funds, through commercial viewings of the film, for NGOs working on environmental biodiversity and elephant conservation in Kenya, where the film was made.

2. TARGET AUDIENCE

All ages but specifically Kenyan youth for the educational programme (40% of Kenyans are under 14 years of age).

3. METHODS USED

1. When we sold the film to Apple, one of our prerequisites was that the film be used to contribute to wildlife conservation in Kenya. Apple supported our vision and set up a system where for every view of the film in 2019, they would make a donation to conservation in Kenya, in the area where we made the film.
2. We retained the rights to use the film for conservation, education and community screenings in Kenya. This involved protracted and complicated negotiations to extract those rights.
3. A Kenyan Presidential Premiere - to give the film and the Outreach & Education programme, visibility, momentum and endorsement at the highest level.
4. Creation of a 'National Moment' broadcast in Kenya - we worked with Apple to carve out and donate the rights to enable a free nationwide screening of the film on Easter Sunday, supported by a publicity campaign run by Citizen TV (Kenya's largest broadcaster) and the TEQ team.
5. Workshops for wildlife and environmental educators across Kenya - both grassroots and NGOs to forge connections and to inform the creation of materials for the Outreach & Education materials.
6. Translations of the film into Maa & Kiswahili.
7. The Elephant Queen Mobile Cinema. A specially designed vehicle to take the film across Kenya to areas of high human wildlife conflict in conjunction with Kenyan NGOs and local environmental and education groups and schools.
8. Creation of content for the Outreach and Education Program :
 - **Creation of a series of 28 *Learn-to-read* books**, in partnership with the Kenya Institute of Curriculum Development, based on natural history, conservation and environmental themes, starring characters from the film. With the aim that every child in Kenya will grow up familiar with the natural world through stories of animals they come to understand and love.
 - **24 Educational videos** enabling kids, teachers and parents to learn more about elephants and their environment.
 - **Activity books** for teachers and parents to use alongside the educational video shorts.
 - **Creation of 3 school plays** based on conservation and environment with downloadable scripts, music, costume & set ideas and guidelines for production.
 - **Interviews with Kenyan elephant experts** to enable young Kenyans to explore careers in wildlife and conservation.
 - **The natural history of The Elephant Queen** - exploring wildlife and environmental themes from the film.
 - **28 podcasts from the wild**. Reflections on elephants, conservation and the environment with natural sounds.
 - **Website** as a portal to the above 'free to download' educational content.

4. OUTCOME OF THE IMPACT CAMPAIGN

Donations for Wildlife Conservation

We worked with Apple to ensure that money was raised to make a difference for wildlife and the environment where the film was made. A 'donation per view' commitment from Apple was so successful it raised the maximum amount estimated. The fund management will be overseen by two Elephant Conservation NGOs and be dedicated to elephant conservation within the Tsavo ecosystem. (<http://www.theelephantqueen.com/help.html>)

Kenyan Presidential Premiere

We worked with the Kenyan film Commission, the Ministry of ICT, Innovation and Youth Affairs and the Office of Margaret Kenyatta, First Lady of Kenya, to plan a presidential premiere for 800 dignitaries / influencers, politicians and NGOs in Nairobi's largest state cinema. This was to be the launch event prior to a high-profile 'national moment' when the film would be broadcast across Kenya (the filmmakers retained the rights and donated them FOC) Covid19 meant the event was cancelled just days before the premiere (and after all the arrangements had been made) but we were able to use the media campaign and associated artwork to direct audiences to the national broadcast.



REPUBLIC OF KENYA

MINISTRY OF ICT, INNOVATION AND YOUTH AFFAIRS



invites you to the Kenyan Premiere
of the acclaimed documentary
The Elephant Queen
filmed in the greater Tsavo ecosystem.

Saturday, 21 March 2020
1:45 pm - 2:15 pm – Arrival
2:45 pm – Doors Close
3:00 pm – Screening

Nairobi Film Centre (Nairobi Cinema)
Aga Khan Walk, Nairobi

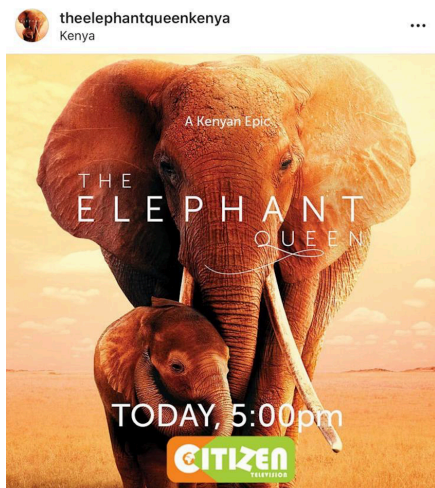
Guest of Honour
Her Excellency Margaret Kenyatta
First Lady of the Republic of Kenya

Dress Code: Smart Casual

'National Moment' primetime broadcast

The National Public Broadcast was on primetime Easter Sunday on Kenya's most popular tv station. Citizen Tv. trailed it hourly in the days before broadcast with media created by the TEQ team, combined with a huge social media campaign #elephantqueenkenya #miminawewe #ndovuyetu that became Twitter's highest trending subject in Kenya on the day of the broadcast. We partnered with Kenyan NGO Wildlife Direct, headed by Dr Paula Kahumbu, to make it a Kenyan family event.

We used the screening to announce the ambitious TEQ Outreach and Education program which we had planned from the outset of production and which took 2 years to create following the 3 years it took to raise the money.



02:16 4G

< **Koros Camp Rustic Luxury** Yesterday at 20:26 · 🌐

Tonight we are honored to host our staff in camp. We're screening The Elephant Queen, in their local language, Maa, via safaricom link on our laptop. Sodas and nuts were served and we are optimistic that our amazing team here at Koros will take away this incredible story and share it far and wide.

#koroscamprusticluxury #elephantqueen #grassrooteducation #kenyaconservation #elephantstories #savetheelephants @norbertrottcher @paula_kahumbu



Write a comment... GIF 🗨️

🏠 📺 👤 🔔 ☰

The Elephant Queen Outreach and Education Program

To ensure the outreach program was relevant and that we would produce materials that were needed and useful, we hosted a residential workshop for over 40 Kenyan Wildlife and Environmental NGO educators in 2017. The results and their 'buy-in' to the program informed and dictated the direction we took with the Outreach and Education resources we went on to create.

During filming the TEQ team partnered with Kivukoni Environmental School to raise awareness about the poaching crisis. At one point, the children wanted to send a message to the First Lady of Kenya and the TEQ team worked with them to create letters from their bodies lying on the grass to spell out their message 'Dear Mrs. Kenyatta - Please Save Our Elephants' - the framed image now occupies pride of place in the First Lady's office.

Dear Mrs. Kenyatta,

PLEASE
SAVE
OUR
ELEPHANTS

from the
children of Kenya.

From the start of the program, we worked in association with the **Kenyan Institute of Curriculum Development (KICD)** to produce resources that KICD felt schools needed- principally a series of 28 illustrated learn-to-read books for children based on conservation and the environmental themes, starring characters from the film. These books will be in classrooms across Kenya, so that every child in Kenya grows up learning to read through stories from the natural world, so the animals and environments will be loved and familiar for life.

The Elephant Queen 'Learn to Read' Stories

YOUNG READER

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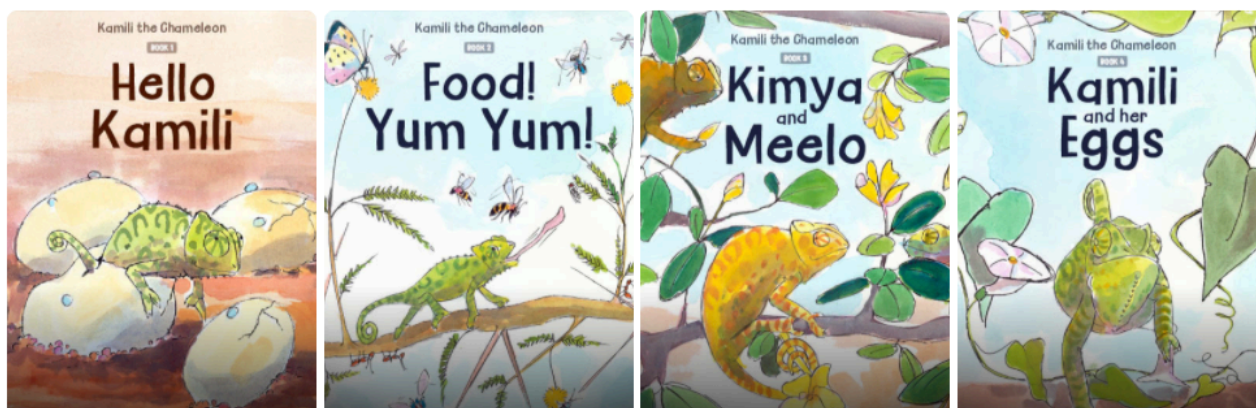
ATHENA THE ELEPHANT QUEEN



DUDU THE DUNG BEETLE



KAMILI THE CHAMELEON



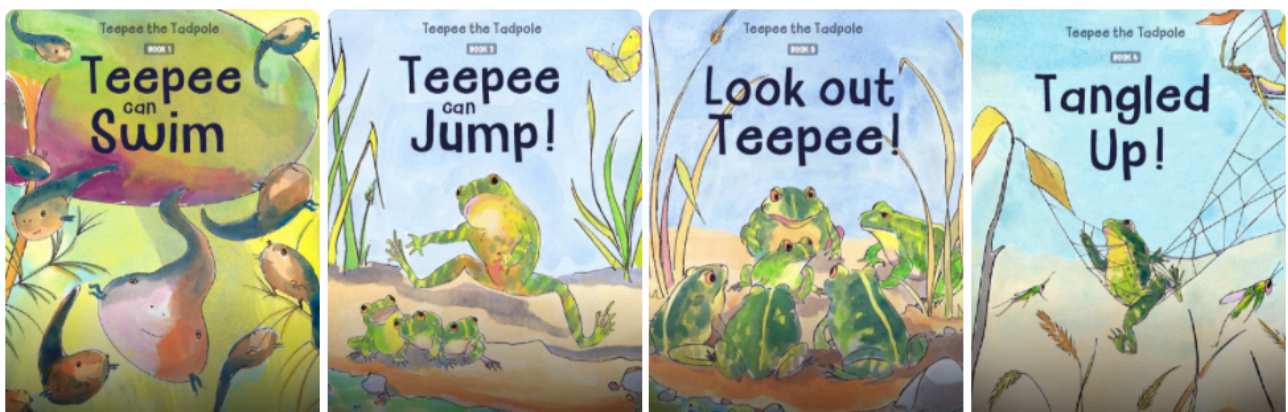
KYLIE THE KILIFISH



STEPHEN THE EGYPTIAN MONGOOSE



TEEPEE THE TADPOLE

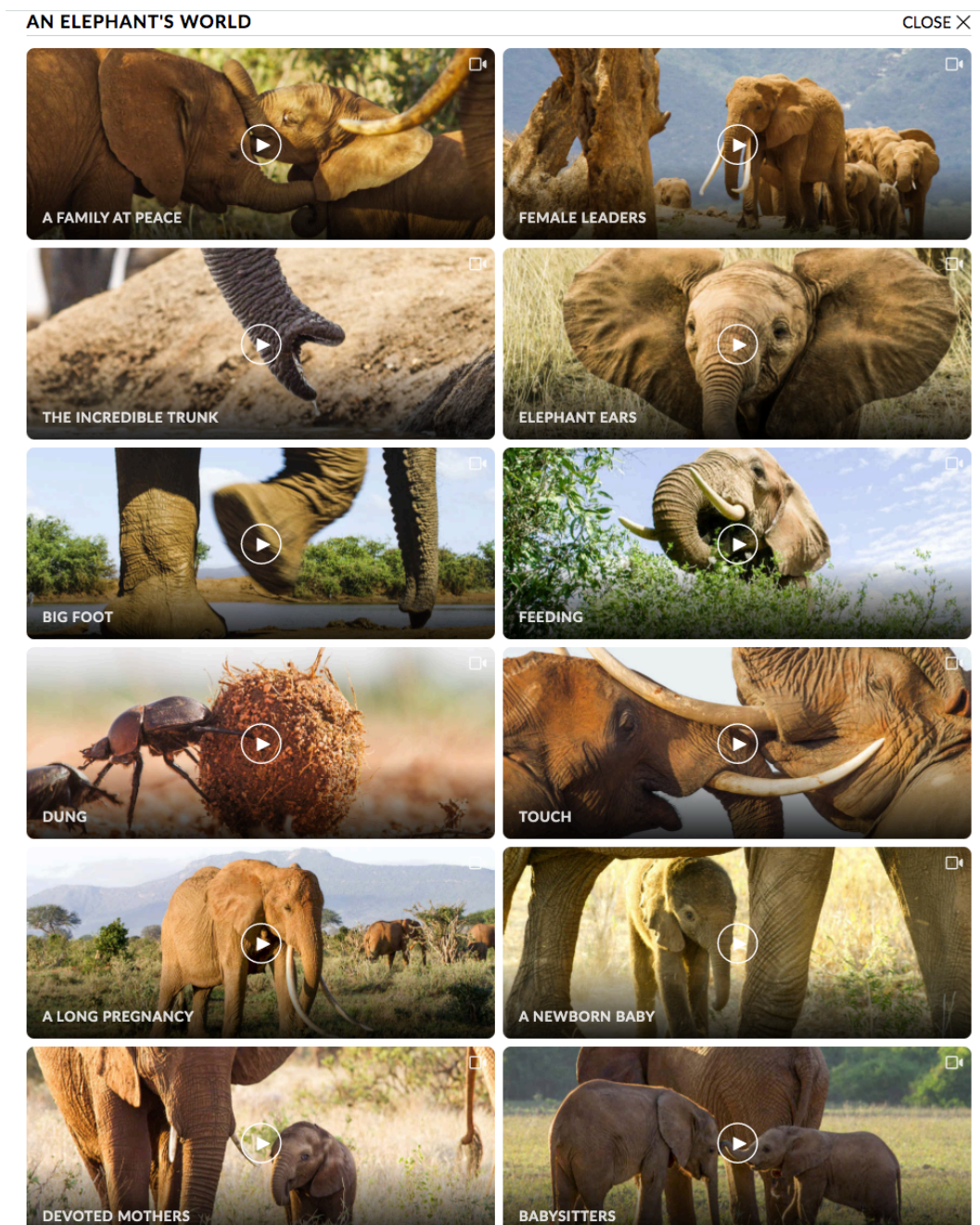


In addition to the books The Elephant Queen team created:

- a. **Dedicated website** geo-locked for Kenya to host the Outreach and Education resources www.elephant.co.ke (access from outside can be granted to Jackson Wild upon request).



- b. **Educational video shorts** for schools. 24 videos deal with subjects ranging from poaching for ivory to elephant behaviour and have been translated into Kenya's three main languages: English, Swahili and Maa.



- c. **Activity books** for educators and parents - to aid interpretation and direct further study and involvement. Due to popular demand these books are now being translated into Maa and Kiswahili.

VIDEO & ACTIVITY BOOKS



Become an elephant expert! Explore the short elephant films and activity books. Ideal for all ages at home, school or in wildlife clubs.

[DOWNLOAD VIDEO & ACTIVITY BOOKS SAMPLE](#) ⬇

[DOWNLOAD ALL VIDEO & ACTIVITY BOOKS RESOURCES](#) ⬇

- d. **Theatre.** 3 school plays have been written, in association with the Kenyan Youth Theatre, based on the film and its themes and characters for three different age groups in primary and secondary school. Music, script, costume ideas, direction notes etc will be downloadable free of charge.

Big Small World was piloted at Kivukoni school with the Youth Theatre of Kenya

https://www.youtube.com/watch?v=PB_ul75HE-l&feature=youtu.be

THEATRE



Download the amazing scripts, lively music and costume ideas and put on your own play at home or school.

[DOWNLOAD ALL THEATRE RESOURCES](#) ⬇

- e. A video series 'Meet the Experts' - a 13 part series to inspire young Kenyans towards a career in wildlife conservation. It features Kenya's elephant experts answering questions and talking about their passion and careers.

ELEPHANT EXPERTS

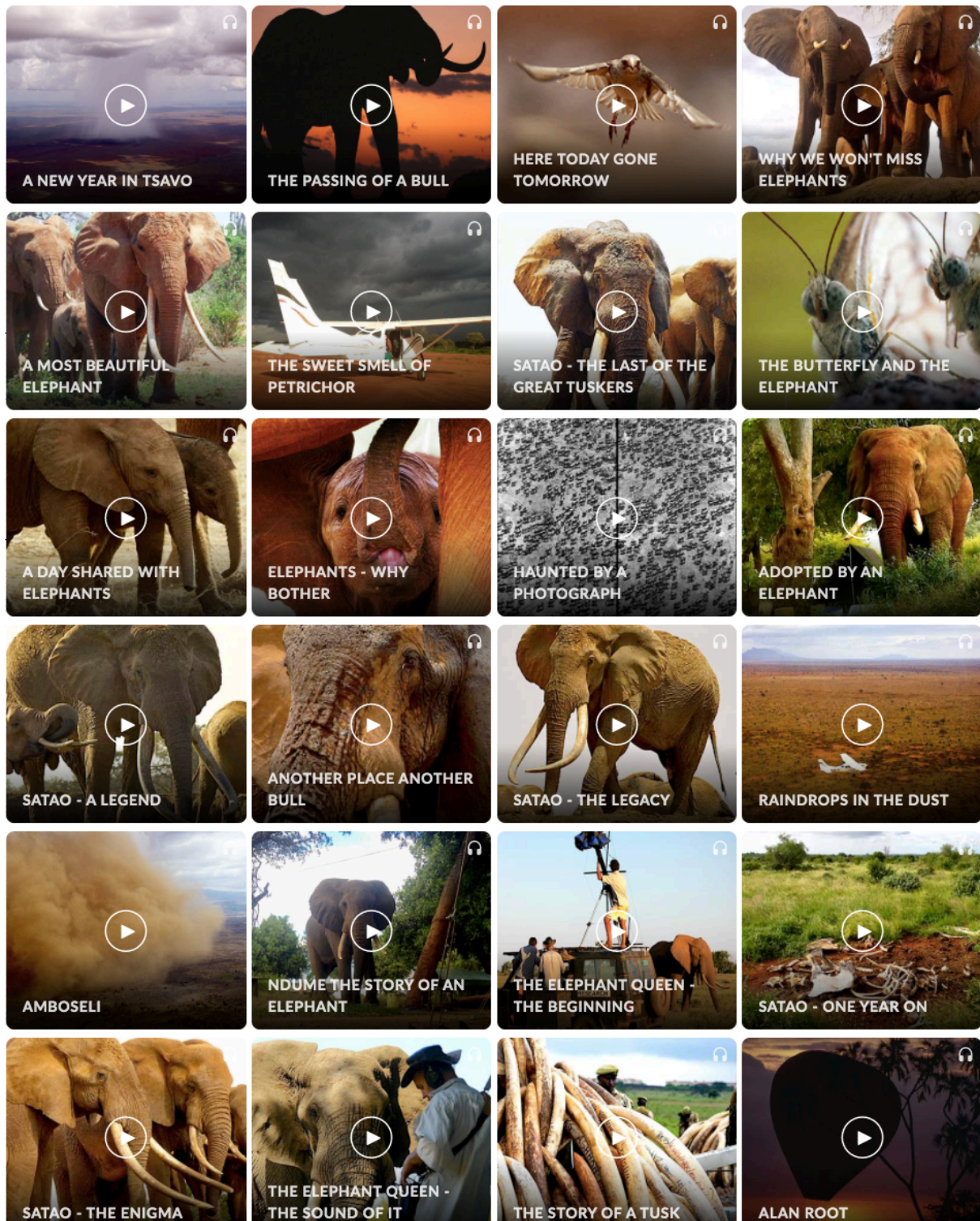
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- f. **Translations** The Elephant Queen has been translated into Maa and Kiswahili for community screenings across Kenya.
- g. **Podcasts** - published as a blog throughout the filming period, the blog became the foundation for a series of 28 professionally produced podcasts, each of 7-14 minutes duration in binaural sound - featuring elephant and conservation related subjects.

TALES FROM THE BUSH

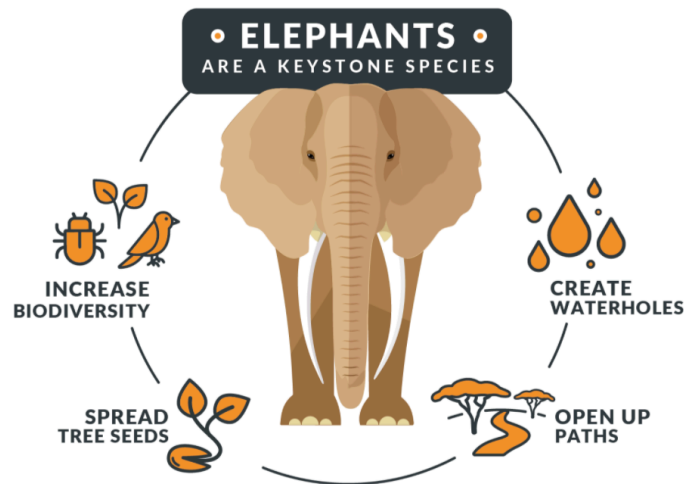
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h. Did you know? infographics for kids.

DID YOU KNOW?

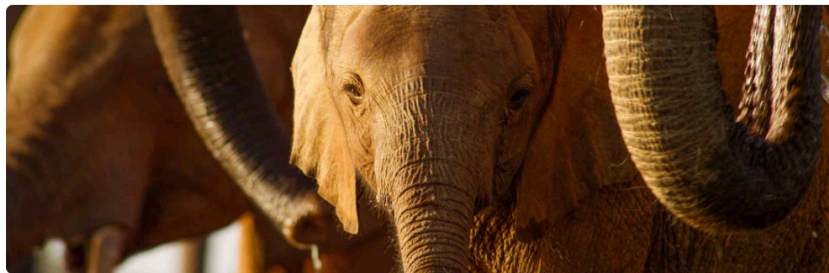
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i. Information on the Elephant Crisis

ELEPHANT CRISIS

< BACK



CHALLENGES

The number of elephants in Africa has plummeted in little over a century from approximately 10 million to less than half a million today - a decrease of 95%. Elephants continue to be illegally killed (poached) for their tusks - modified teeth - made of iv...

[READ MORE >](#)

ORGANISATIONS

Explore the organisations that are working to protect Kenya's elephants. They differ in their areas of expertise but all are effective, accountable and united by a common goal.

[VIEW ORGANISATIONS >](#)

HOW CAN I HELP?

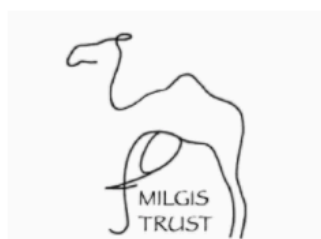
Donate through Wildlife Conservation Network, a 501(c) charity that ensures that 100% of your donation goes into the field and makes a difference for elephants on the ground in Kenya. Your donation will help protect Athena's family and other wild elephant families for generations to come.

[DONATE VIA WILDNET >](#)

APPLE & ELEPHANTS

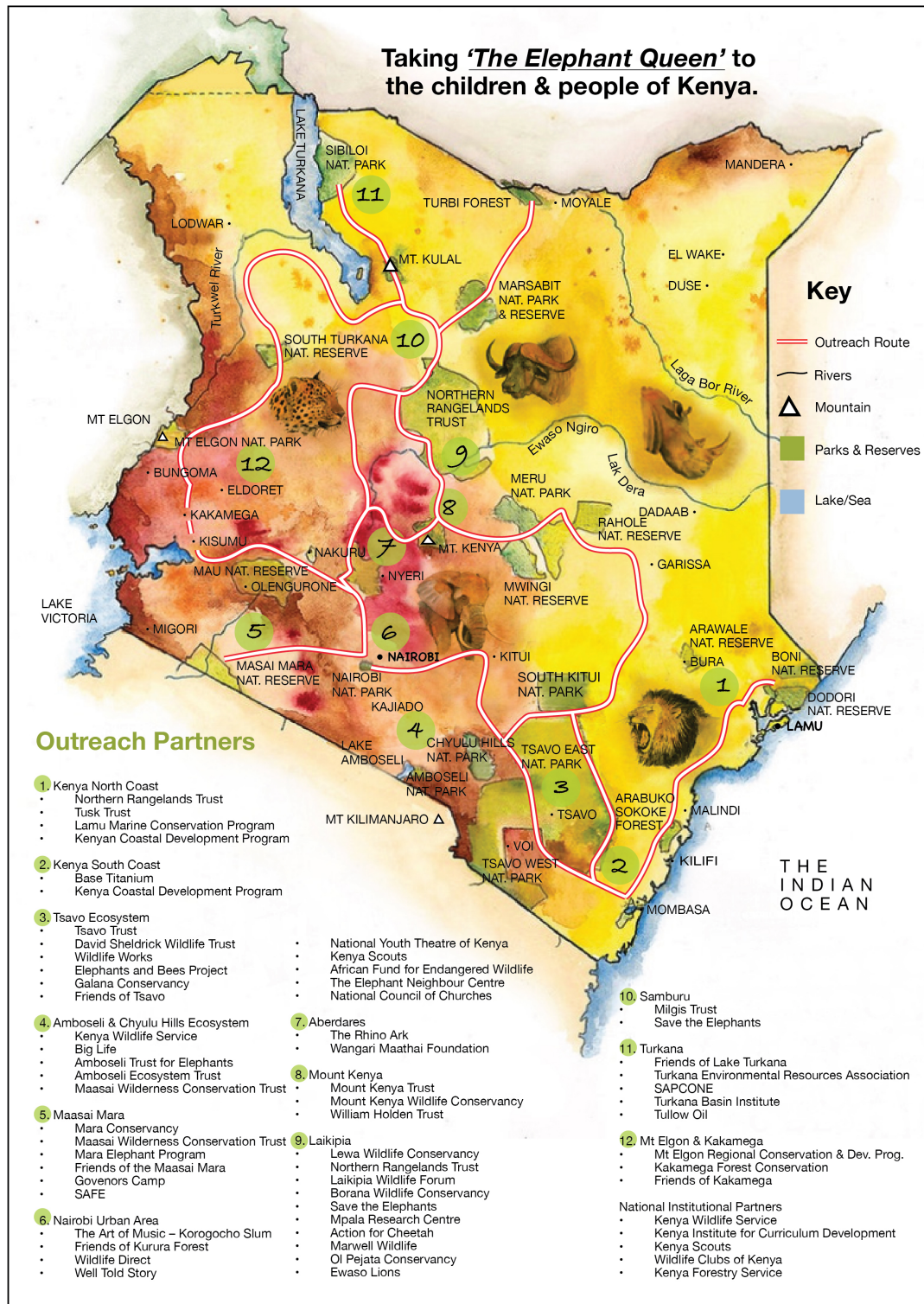
Good news for Tsavo's elephants! Apple has made a substantial donation to elephant conservation in the Greater Tsavo Ecosystem based on the number of Apple TV+ views of The Elephant Queen. It surpassed all expectations.

j. Sharing live links to Elephant conservation organisations active in Kenya



Mobile cinema

We have successfully raised the funds for a truck-based mobile cinema which will take the film out to remote communities who live 'off-grid' in areas of high human-wildlife conflict. Besides showing the film to communities, traveling educators will take the film and educational resources into local schools for in-depth engagement.



The future

In response to the COVID 19 crisis the Youth Theatre of Kenya are running online drama workshops for kids based on materials from the TEQ program.

We will be running a second residential workshop at Kivukoni school for wildlife educators from across Kenya, who attended the first workshop. Along with the mobile cinema team, they will be trained in using the Outreach & Education materials and film to generate interest, discussion and engagement around wildlife and conservation ideas and issues.

We are in discussions to take the O&E program to Tanzania and Uganda and then Sub-Saharan Africa in association with the African Leadership University (ALU).

In partnership with Apple, the team created a series of free Apple digital books 'The Elephant Queen stories' for a more global parent/child readership (eg: <https://books.apple.com/gb/book/whos-making-that-sound/id1492193569>) - we are looking to expand this into print with additional titles, to raise money to fund the creation of additional 'Learn to Read' books in Kenya.